



# Ahmed Samir

E-mail : maken2270@gmail.com Phone : +971564696389  
Address: Abu Dhabi, Airport Road, The Dome.

## Personal information

---

Birth Date: 15/4/1989  
Nationality: Egyptian  
Marital Status: Single

## Work experience

---

### BAB AL QASR HOTEL And Residences (Luxury BILTMORE BY Millennium) January 2020 — Current

Cluster Reservation Manager & Custer Revenue analyst ( In charge of All Revenue& Distributions)

\*Increase in RGI for the hotel vs comp set and market class for period 2020- YTD 2021 in RGI 143.7( 4%) VS 2019 while comp set dropped by -40%.

\*Good achievement for the residence side vs comp set and market in 2020 YTD 2021 in RGI 114.7 with an increase of 03% VS 2019 while comp set dropped by -13%.

\*Increase of the visibility thru all OTA channels by 35% with higher a conversion for wellness / all inclusive stay during Summer 2020 .

### Copthorne Sharjah ( Millennium Hotels) 4\* Nov 2018 — Jan 2020

In charge of All Revenue Management and Distributions

\*Good achievement for the hotel vs comp set and market in 2019 in RGI145 with an increase of 02% VS 2018 while comp set dropped by -22%. RANK 1.

\*Completed successful task force for a pre opening hotel in Abu Dhbai ( Millennium Capital Center)

### Novotel / Adagio Aparthotel /IBIS AlBarsha ( 4&5 \*) Dec 2015 — Oct 2018

Cluster Reservation Supervisor

Novotel ( 4\* Deluxe ) 465 rooms ,suites & Adagio ( 4\* Premium Apartments ) & IBIS ( 3\*) 480 rooms. ( Total of 1144)

### Movenpick Jumeirah Beach (JBR) 05\* Nov 2013 — Nov 2015

Luxury

Reservation Consultant

### Crown Plaza Dubai Jumeirah 05\* Upper Scale) August 2012 — November 2013

Reservations Agent

265 Rooms and Suites

## Work Knowledge

---

- **Reservation Department:**

Develop and maintain the department schedule whereby there is appropriate coverage to handle reservation calls, minimizing loss of calls, and ensuring a high level of conversion into bookings

Receive, handle and convert all new enquirers in line with the sales strategy and ensure all guests receive consistently high standard of service throughout the booking process minimizing loss of calls, and ensuring a high level of conversion into bookings.

Overlooking the departmental operation by mentoring the Reservation Team.

Having knowledge of entire Reservation Procedure according to International Hotel manual system

Allocate daily tasks to Reservations staff .

Review reservation booked daily, Review arrival report daily.

Knowledgeable in hotel and guest room facilities/services and ensures reservations agents are equally knowledgeable.

Monitoring Telephone Manner and general performance of reservations staff daily.

Ensure special handling of repeats guest and very VIP guest.

Observes and ensures that proper telephone manners are maintained at all times

Follows up tentative bookings and update reservation status

Reviews no-show and cancelled reservations and processes charges according to hotel's policy

Review room blocking for Long Stay. Suites and special group request.

Mystery Shoppers calls: • IFH trainee ( Gold – Silver) certificates ( 98%).

Handling groups ( Crew, corporate, leisure and Individuals ).

- **Revenue and Distribution Management:**

Prepares and analyses daily, weekly and monthly reports as per company standards. STR report analysis ( daily, weekly, monthly for Comp set, Sub market, Market class, whole city )

Monitors and analyses room's inventory utilizing Revenue Management systems and structure and proposes actions in order to optimize revenues.

Maintains efficiently all revenue management related 3rd party systems and extranets

Create and develop pricing strategies in conjunction with the individuality of each hotel. ( BFR, GROUP, Negotiated)

Provide weekly/monthly dynamic forecast of expected results, variances and budget comparisons.

Responsible for the projected occupancy, analysis and pricing group business strategies.

Analyze overall monthly hotel performance and provide summary report with recommendations to improve long term strategies for both short / long term stays

Responsible for best practice standards to include: competitor analysis; environmental scanning; market modeling; distribution yield management; business mix yield management; length of stay yield management; inventory availability by channel; pricing control and new pricing concept.

Evaluate performance of distribution partners and contracted rates (OTA, FIT, tour operator, corporate, consortia, crew, groups, etc...).

Reduce the cost of distribution by finding new less expensive means of delivering business

Prepare annual revenue budget process & create the full business and action plan for all segments for regional office and executive board

Monitors and coordinates group reservations activity with the Sales department.

Regularly check the input and the quality of data (segmentation, denials tracking, etc...)points.

Receive all definite and tentative group bookings and provide the General Manager with qualified analysis of how each booking will impact occupancy, average rate and rooms profit over the dates in question

Set and apply BFR Strategy Document as per demand calendar.

Implement pricing guidelines for retail rate hierarchy rules are room category supplements simple and sellable

Check our website against 2 intermediaries, (1 midweek 1 weekend date) checking 2 BB & 2 RO products to ensure rate compliance

Check BAR rate grid for high & low period dates. Check the rates in CRS/WEB correspond with the rates on the Rate Grid.

Review the last "Distribution Audit" if in place, a score less than 85% does not score anything here. Have corrective measures or self audits been done, see evidence of these measures?

Spot check availability mirrors PMS, check general availability and key event dates for 6 months in advance. Check packages are bookable.

Competitor Rate Intelligence for next 3 weeks reviewing pricing and activity planned.

Competitor Rate Intelligence for critical periods (high or distressed) reviewing pricing and activity planned.

Ensures that all promotions / packages are properly loaded in all applicable systems.

## Technical Skills

---

- Certified Practical managers tools and leadership by Accor Academie
- Certified Leader by Millennium hotels
- Certificate of blue ocean thinking by Millennium hotels.
- Certified trainer by Accor Academie( TWI Tools) and MHR ( On Job Training)
- Certified business Email etiquette. First Aid certificate, Close down procedures training
- Excellent organizational skills with a high level of accuracy
- Excellent communication skills and ability to build effective long-term relationships
- Analytical and able to operate under pressure
- Full knowledge of OTA Insights, Hotel IQ business intelligence tools

## Education

---

Bachelor of Tourism& Hotel Management  
Suez Canal University

July 2006 — July 2010

## References

---

References available upon request.